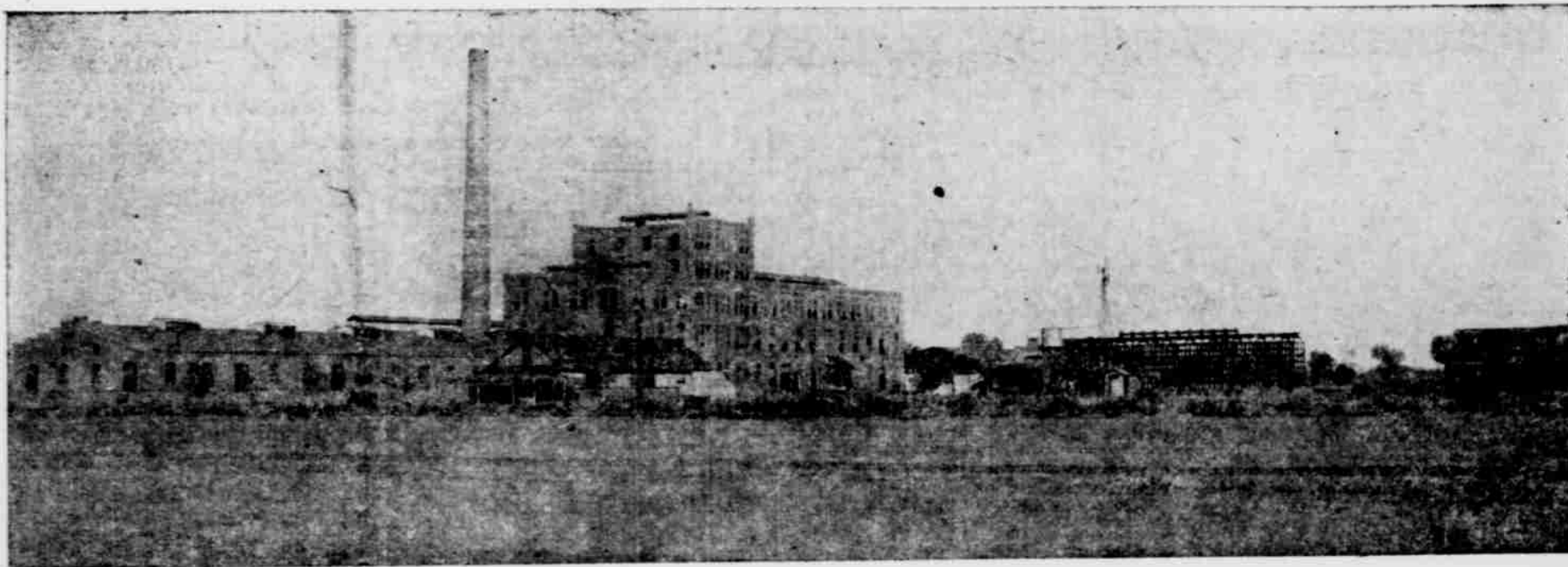


The Million Dollar Sugar Factory

of the Southwestern Sugar and Land Company is situated at Glendale, Arizona in the heart of the Glendale Loess Country, the best Sugar Beet Land in the valley. It has a capacity of working 800 tons of sugar beets daily and gives employment to over 300 men in the factory and from 250 to 500 men in the Sugar Beet Fields. Sugar Beets comprise the staple crop of the valley and the season just passed proved them the best paying crops of the year. 6,000 acres will be devoted to Beet raising this season. The time of planting the crop starts November 1st. and ends February 1st. Harvest is from May 15th to September 1st. The price paid for beets is \$5.00 per ton and from 12 to 32 tons is produced from one acre, the average of all the large acreage grown the past season was 13 tons to the acre, the



lowest being 8 tons and the highest 32 tons to the acre. Sugar Beets are the only crop grown in the valley for a stated price and stated point of delivery; which is a great advantage to the farmer, for when he grows beets he knows he has one crop that pays him a certain price and is to be delivered at a certain place. The factory co-operates in every way with its growers assisting them in all manner of forms to raise as large a crop as possible. The company has land for rent and land for sale; terms of sale are easy and arranged so that one can pay for the land out of the proceeds of the crops raised. Sugar Beets improve the farm, the farmer and the soil, bring in money when other crops fail, and the Salt River Valley is surely a Sugar Beet country. Beet contracts for the present growing season are now ready.

ASK FOR GLENDALE SUGAR.

Southwestern Sugar & Land Co.

Glendale,

Arizona.

BUY A TEN ACRE TRACT

along the car line between PHOENIX and GLENDALE where you can have three-hundred and sixty-five days in the year of good car service. Fine tracts of land, which will become choice residential locations, can be found in

Lincoln Place
Orange Heights
Orangewood
Glendale

Don't fail to take a ride over this line when in the city. Special service during Fair Week. Cars leave First and Washington streets every hour and twenty minutes. Ask us and we will instruct you regarding the above locations.

RETURN TICKETS—Phoenix to Glendale, 50 cents; Phoenix to Orangewood, 25 cents

PHOENIX RAILWAY COMPANY

OF ARIZONA.

Consolidated Phone Main 4; Overland 485.

S. H. MITCHELL, Manager.

TITLE INSURANCE PHOENIX TITLE AND TRUST CO.

Land titles in Phoenix and other cities become very complex. Public records of titles are so voluminous and confusing that expert searchers, without complete abstract of title plants, can not safely do the work they undertake. Yet by law, the public records give constructive notice to all land buyers and mortgagees. Consequently, those who rely upon record searchers frequently suffer great losses.

Conditions have changed with the rapid growth of the community. It is not many years since transfers

were few and neighbors were well acquainted; now, however, few land-owners are personally known to the buyers and it is with difficulty that one can discriminate between the responsible owner and the one who later may be unable or unwilling to reimburse the purchaser for loss caused by the oversight or omission of a searcher.

It is generally supposed that the opinion of an experienced attorney, based on an abstract, is good evidence of title. It is common knowledge, however, that such titles have often been questioned later by other attorneys equally as experienced. Sometimes a title that has been passed by

one attorney is absolutely rejected by another.

The Phoenix Title and Trust Company was organized in 1910 with a paid-up capital and surplus of \$100,000. It purchased the complete title plant of The Phoenix Title Guaranty and Abstract Company. This plant, in addition to a complete systematized record of all public documents pertaining to real estate on file in Maricopa county, includes a vast amount of data necessary to the proper examination of titles, such as affidavits, maps, plats, surveys, and other matter pertaining to titles not of public record, but obtained through private sources, the accumulation of years of active business and research, and comprising a thorough and complete title plant.

A certificate of title as issued by the Phoenix Title and Trust Company, is the opinion of a corps of experienced land lawyers, based on an abstract and supplementary research of the public and private records of the company and backed by ample financial strength to make good any loss in case of error. It is the simplest known form of stating the exact condition of a title, and the best safeguard against loss by reason of defective titles that a buyer or mortgagee can secure. On the face of the certificate its accuracy is guaranteed to the full amount of the value of the property or mortgage it covers. Its guarantee is secured and protected by all the assets of the company, amounting to over \$100,000.

GLENDALE---The Garden Spot

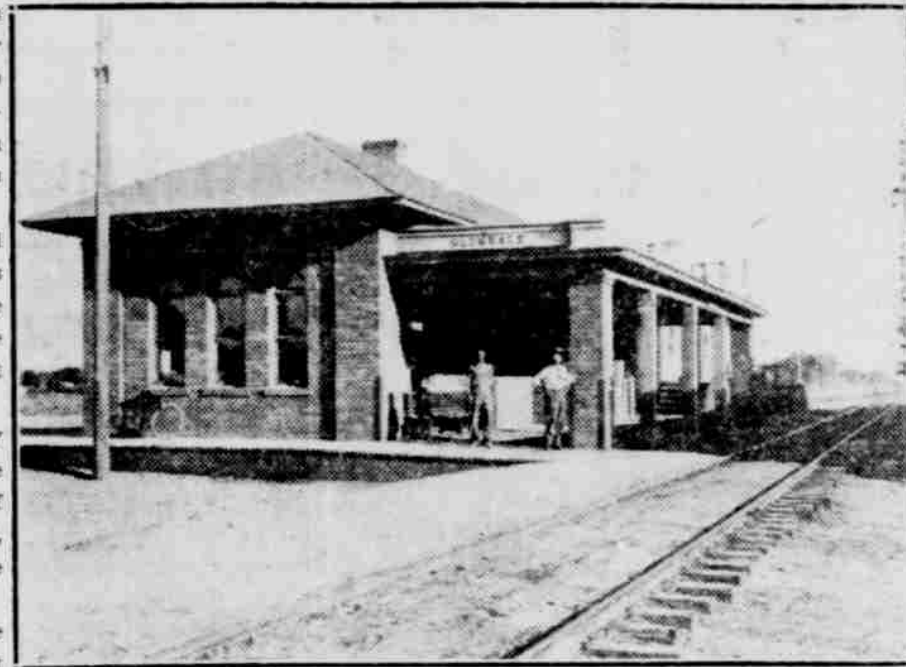
When you read an advertisement for a patent medicine which states that "Dr. Fozzleum's Universal Elixir will cure every ill from toothache to bubonic plague," you view the statement with more than suspicion—you set Dr. Fozzleum's press agent down for a liar.

That is why it is so hard to tell of the Glendale country—it sounds too good to be true; and, the strangest thing about it—unlike the Universal Elixir recommendation—it IS true!

Soil, climate, water and society are all ingredients which go into the making of a suburban home; and if the home is to be a comfortable one, those ingredients should be of the best.

To begin at the beginning, Glendale soil is ninety feet deep, and you can't find a pebble in it as big as a marble. Think of that, you who have been brought up in New England, where the only difference between a rock quarry and a farm is a few shovelfuls of dirt mixed liberally with boulders; or you from some middle state, where the soil above the blue clay is quite as apt to be measured in inches as feet. Glendale soil is ninety feet deep! Also it is, without doubt, unsurpassed in assimilable plant food by any soil in the world. (That sounds like the Universal Elixir ad, doesn't it?) But wait.

We all know about the fertile land in the Nile valley, how it was formed by the muddy overflow of that great Mother of Rivers, how it was built up, layer after layer, until its richness became a proverb throughout the world. Where Glendale now stands, a river used to run; for countless centuries, silt mixed with



Railroad Depot at Glendale

under Glendale. That completed the test. The company built their factory at Glendale, and put over a million dollars into it.

Another illustration of the purity of Glendale water. Prescott is very proud of its city water, and may well be. It went miles away to get it, and pumps it up hill at great expense. It is so good that the city exhibited samples of it at the last territorial fair. Glendale water is eight parts in 100,000 purer than Prescott's.

Farmers in the vicinity of Glendale, raise in their highest perfection, all the fruits, vegetables, grains and forage plants that have made the Salt River valley famous. Oranges, grape fruit, olives, deciduous fruits, wheat, barley and alfalfa are all on the list. Cantaloupes deserve special mention. The yield per acre is large, and the quality exceptionally good. It is interesting to note that crate

for crate the Glendale melon is heavier than those grown outside of this favored district.

As for profits in cantaloupes, Mr. Ralph Murphy, from two patches that aggregated 12½ acres near Glendale, made a net return of \$419.21 per acre—this after all expenses, including foreman's wages were taken out. Mr. Murphy estimates that if the places had been farmed by owners, who could have looked after the work themselves, the profits would have been some \$20 an acre more.

With this kind of a country surrounding it, it is not strange that Glendale has prospered.

The town had a particularly good start in the class of men who founded it. They had high ideals of citizenship. Their slogan was "Churches and school houses, but no saloons!"

The town has lived up to it; there has never been a saloon in the place; there is, however, a good grammar and high school, three churches and the first free public library ever started in Arizona.

The town, or city rather, as it has recently been incorporated, has a good water system, a \$35,000 ice and cold storage plant, a bank, three hotels, a hay and grain warehouse, and a number of first class stores, including meat markets, drygood stores, groceries, three lumber yards, hardware stores, blacksmith shops, etc.

A creamery is to be added soon, and factories will doubtless follow—the city water being absolutely free from lime makes it specially adapted for boilers.

Glendale is connected with Phoenix by trolley, and is on the main line of the Santa Fe, Prescott and Phoenix and Arizona & California railroads. It is already one of the best shipping points in the valley.

Dr. Fozzleum's ad says, "See my testimonials—they will interest you." Glendale goes him one better. "See our farms and town—they will convince you." Glendale is the pride of the valley.

volcanic ash was deposited over its banks by summer and winter floods. When Nature wants to make the very richest soil possible in her laboratory, that's the way she does it. In the case just cited, the result was this soil the government experts call Glendale loess.

"If I had a patch of that land back east," said a recent immigrant, "I wouldn't price it by the acre; I'd sell it by the ton to my neighbors for fertilizer."

After the beet sugar company had decided to build a factory in the Salt River valley, its officers carefully considered the matter of its location. Two things were absolutely essential, they must have soil rich enough to grow beets of a required quantity and quality (it takes very good land to do this); and equally important, they must have pure water at the factory to wash the sugar from the sliced beets.

In the sugar company's test for land, thirty tracts were planted to beets. The average yield for them all was 19.67 tons per acre. One patch near Glendale yielded at the rate of 42 tons per acre. That settled the soil question in favor of Glendale.

Now for the water test. When it is said a beet factory must have pure water, it is not meant simply water good enough for drinking purposes. Water containing one to two hundred parts of foreign matter in 100,000 will do to drink, but not to wash sugar from beets. It must contain less than fifty parts of impurities in 100,000, otherwise much of the saccharine that ought to make sugar will go off in black molasses.

Samples were taken from various wells throughout the valley, and were sent to the University of Arizona for analysis. The poorest ran over 300 impurities to the 100,000, the best from 26 to 31.4, and all of these highest came from a body of water which lies



School House at Glendale



Glendale's Cozy Hotel

THE ARIZONA LIFE INSURANCE COMPANY

The organization of the Arizona Life Insurance company represents another step in the development of our financial institutions, which are so necessary in financing the enterprises of our new state, the supporting of bond issues to improve and build our roads, schools and generally improve local conditions. It is a well known fact that localities having insurance companies located there have less trouble disposing of their bonds and have more readily available money to support building improvements than territories without such institutions.

The drain on a community, which does not support its own insurance companies is much more serious than is generally known or recognized by business men in general. Los Angeles last year collected through one company over \$5,000,000, the state of Texas last year collected over \$11,000,000, while Arizona has sent away over \$3,000,000.00 in the past three years for Life Insurance premiums. The Arizona Life Insurance company will to some extent offset this drain and no matter what its income may be from year to year the state will be benefitted just that much and will have made a stand for its rights.

It is not expected that this infant concern will take rank with the leading companies of the country at once, but will have to grow from year to year as all other companies have had to do but it is

expected that this new company will receive its share of support and will eventually be recognized as one of the leading financial institutions of the west.

The policy of the company has been to distribute its stock in small blocks over the entire state with a view to interesting local support to assist in the placing of insurance policies when it commences writing business and the results so far have been particularly gratifying. The stockholders now numbering approximately 200 leading professional, business, stock men and ranchers of the territory so far covered by the company's representatives.

The necessary amount to secure license to write insurance has been subscribed and the company expects to be writing and issuing policies to date from the New Year.